

**CITY OF MOUNTAIN VIEW  
CLASS SPECIFICATION**

<b>Position Title:</b> Retail/Tournament Manager	<b>Job Family:</b> 4
<b>General Classification:</b> Professional	<b>Job Grade:</b> 16

**Definition:** Under general direction of the Head Golf Professional, coordinates retail sales operations at the pro shop, including buying of equipment and apparel, marketing, inventorying, pricing and selling; also coordinates the reservation of, contracting for and conduct of tournaments at the course; in the absence of the Head Golf Professional acts as supervisor of pro shop operations; may supervise pro shop, range, golf car staffing; may supervise volunteer program for range assistants and marshals; performs other related work as required.

**Distinguishing Characteristics:** Positions allocated to this class are responsible for multiple functions that are wide-ranging in scope and/or application. Work in the class is distinguished from that of lower classifications by this broader scope of responsibility, performance of highly complex and/or specialized assignments.

**Examples of Duties:** Duties may include, but are not limited to, the following:

1. Assists the Head Golf Professional in supervising pro shop staff in implementing highest-level customer service programs and in carrying out and maintaining highest-quality customer relations.
2. Develops and implements retail sales strategies and programs, including effective merchandising, competitive pricing and marketing, inventorying of merchandise and accounting for City moneys.
3. Promotes, markets, arranges and negotiates golf tournaments; supervises conduct of tournaments and coordinates other special activities and events, including coordinating setup of course and overall course conditioning with the Golf Course Superintendent.
4. Coordinates and supervises wide-ranging activities and functions relating to golf operations in accordance with established City policies and applicable guidelines of the Professional Golfers Association of America (PGA) or the Ladies Professional Golf Association (LPGA).
5. Assists the Head Golf Professional in the supervision, training and evaluation of assigned pro shop, cart and range staff.

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6. Enforces all rules and regulations governing the use of the golf course, golf cars and other golf facilities.
7. Identifies and analyzes problems, conducts studies, evaluates alternatives and implements effective solutions.
8. Assists in budget preparation and administration for pro shop/range operations.
9. Assists in developing golf course procedures and improvements and in preparing recommendations regarding policies and resources.
10. May serve as liaison with other golf courses, member clubs, various community groups.
11. Coordinates and performs specialized project, program or operational work as required.

**Minimum Qualifications:**

Knowledge of: Knowledge of the game of golf, its rules and regulations; knowledge of the principles and practices of golf course administration, golf facilities and equipment, and golf merchandise promotion and marketing.

Ability to: Ability to effectively coordinate and supervise all assigned golf course activities, high-quality customer services; marketing of golf equipment and apparel; promoting large group events and negotiating contracts for conducting such events; developing and implementing golf programs and services; interpreting and analyzing information; drawing valid conclusions and forecasting consequences of decisions and recommendations; preparing studies and reports concerning complex matters; setting priorities, meeting deadlines and making sound decisions; establishing and maintaining accurate records; maintaining level of knowledge required for satisfactory work performance; developing and administering assigned budgets; communicating effectively; establishing and maintaining effective working relationships with employees, public officials, member golf clubs, community groups and the general public; supervising, training and evaluating staff.

**Experience and Training Guidelines:** Any combination of experience and training will qualify if it provides for the required knowledge and abilities.

Recommended: Training and experience to completion of the 12th grade supplemented by two years of college and four years of responsible experience in management of retail operations with a minimum of two years of experience in

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managing retail sales of golf equipment and apparel. Prior experience in the golf business is highly desirable.

**Required Licenses or Certificates:** Possession of a valid California driver's license.

**Working Conditions:** Must be willing and able to adjust work schedule as needed, including working weekends and/or holidays. Must be familiar with computer programs and be able to function in a computer-oriented environment.

Established February 28, 2000

Revised August 1, 2000

CLASS SPECS

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